Vision Safe Drive 2009

Washington State’s Progress on Safety Culture: Engaging State Policy and Local Decision Makers

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Location: Rapid City, South Dakota
Conference Goal

- To enhance the region’s traffic safety through exchanges on emerging issues, and challenges ahead that will be used to prioritize research and outreach needs for the region.
Purpose

- Discuss Washington’s experience in building a “safety culture” in transportation and traffic safety;
- Review how this process involves state and local policy setters and decision makers; and
- Review Washington’s on-going implementation of a data driven, evidence based, integrated systems approach to traffic safety planning.
The Crash Problem

- The CDC reports the number one cause of death for people between the ages of 4 and 44 in the U.S is motor vehicle crashes!

- The bottom line is that crashes impact every aspect of our lives to include mobility, congestion, and the preservation of our infrastructure.
The Crash Problem

The FHWA recently updated its crash cost estimates (2007):

- **Fatality** - $5,800,000
- **Serious Injury** - $288,845
- **Visible Injury** - $80,904
- **Possible Injury** - $53,626
- **Property Damage** - $6,209
Since 1995, an average of over 600 people have died each year in traffic crashes;

Each year more than 3,500 serious injury crashes occur in Washington;

Each year more than 140,000 collisions occur on Washington’s roadways; and

In 2007 the total economic cost of motor vehicle collisions in Washington was more than $5.8 billion.
Washington Traffic Fatalities, 1997-2007*

By Year, *2007 figures based on preliminary data

Traffic Fatalities

Source: FARS
Prepared by WTSC
WASHINGTON and U.S. TRAFFIC FATALITY RATES, 1993-2007*

Traffic fatalities per 100 million vehicle-miles traveled, *2007 figures based on preliminary data as of 6/18/08

Source: FARS, WSDOT, NHTSA
Causes of Fatal Crashes in Washington?

- **Over 80%** of traffic deaths result from behavioral errors.

- In Washington, **4 out of every 5** traffic deaths involve impairment, speed, or non-belt use or some combination of these three factors.
The Role of Impairment, Speed, and Non-Seat Belt Use in Traffic Fatalities

Of the 2,429 traffic fatalities that occurred from 2000-2004, 77 percent involved impairment, speed, and/or non-belt use. This accounted for 1880 deaths.
Driver Errors: As indicated on the police accident reports. Investigating officers can input up to four driver errors for each driver involved in a fatal collision. No errors indicates the driver was not committing any traffic offense when the collision occurred, implying they were not at fault in the collision.
Acceptable Progress?

- No!

- Over 500 people dying each year on WA roadways is not success.

- In order to change this trend the state needed a radical new approach to traffic safety planning.

Solution – a data driven, evidence-based, integrated systems approach to traffic safety planning.
Washington State

- Applies this solution via a comprehensive and aggressive implementation of the state's Strategic Highway Safety Plan – “Target Zero.”

- So that?
TARGET ZERO

A collaborative effort to improve transportation safety on all public roads
Projected to 2030 (preliminary data for 2007)
PREPARED BY WTSC - June 2008 (Source: FARS)

Current trend is a decrease of 9.0 traffic fatalities per year...

But to reach the goal of zero traffic fatalities will require a decrease of 24.7 fatalities per year

PROJECTED TRAFFIC DEATHS IN 2030 = 362

PERFORMANCE GAP
Implementing a Data Driven Collaborative Approach to Transportation Safety

- Develop and implement a Strategic Highway Safety Plan (SHSP).
- Which outlines specific elements including:
  - Statewide goals
  - Emphasis areas
  - Specific strategies
  - Performance measures
Key Elements of Target Zero

- Many partners
- Data driven
- Establishes priorities and goals
- Implemented via proven strategies and best practices
- Aggressively evaluates results
- Makes course corrections as warranted, so that
Determining Target Zero Priorities

- Analyze all available data;
- Identify target areas where investment of resources will generate the greatest safety benefits; and
- Group priority areas into levels, with Priority 1 being the most critical.
Priority One

- Impaired Driving
- Speeding
Priority Two

- Seat Belts
- Intersection Crashes
- Run off the Road Crashes
- Improved Traffic Records Data
Engaging State and Local Policy Setters and Decision Makers

- Washington needed to more effectively align it’s traffic safety network;

- Set priorities, more effectively allocate resources (people, time and money), using proven strategies and best practices, evaluate performance, and make course corrections as warranted;

- Accomplish the above with direct involvement and support from state and local policy setters and decision makers.
Was WA structured and organized properly to effectively implement Target Zero?

Answer - NO!

The diverse traffic safety network and organizations operated independently in their respective silos.

If Target Zero were to be implemented effectively, this had to radically change!
Governor Gregoire’s Priorities for Washington

- Economic Development
- Education
- Health Care
- Energy
- Environment
- Government Accountability
- Public Safety
- Social Services
- Transportation
- Veterans


Agency Reorganization

Washington State Highway Safety Performance Plan

TARGET ZERO
Linking WTSC Goals to the Governor’s Priorities

Holding Government Accountable

Protecting Our Health and Safety

Building a Safe and Efficient Transportation System

Washington Transportation Plan (WTP)

Goal
Reduce drinking-driver-involved fatalities.

Goal
Reduce speeding-related fatalities.

Goal
Reduce vehicle-occupant fatalities.

Goal
Increase the Timeliness/Accuracy of statewide collision data.

Target Zero: Priority 1

Objectives

Performance Measures

Key Measures of Performance
- Statewide traffic fatalities
- Statewide fatality rate

Target Zero: Priority 2

Objectives

Performance Measures

Objectives

Performance Measures

Objectives

Performance Measures
Putting “Target Zero” to Work!

- Structure & Personnel
- Traffic Safety Awards Program
- Agency Governance & Accountability

Agency Funding Plan
**Desired Outcomes of These Changes**

- Would then drive:
  - The application of countermeasures via proven strategies and best practices;
  - The targeted allocation of all traffic safety resources - people, time and money; and
  - The ongoing and aggressive evaluation of these initiatives.

**Question - How was this accomplished?**
Olympic Region
Fatal, Serious and Evident Injury Collisions
2002 Through 2006 - Ten Mile Length Segments

Number of Fatal, Serious or Evident Injury Collisions

- Total Collisions
  - 1 - 14
  - 15 - 49
  - 50 - 139
  - 140 - 249
  - 250 - 312

- Urban Managed Access

- 1/4 Mile Segment > 3 City Limits

* Excludes collisions on "urban managed access" routes within cities with populations greater than 25,000.
## 2008* PIERCE COUNTY MC FATALITIES

*This information is preliminary and subject to change; it is for internal use only.

| CR # | CR DATE | RD | TYPE | TR # | VEH# | RD VEH | BODY | PER TYPE | DRF1 | DRF2 | DRF3 | DRF4 | MC ENDORS | HELMET | DRF1 DRF2 DRF3 DRF4 | PREV CR | PRV DU | PRV OTH | SPD | EV | BAC | DRUG1 | DRUG2 |
|------|---------|----|------|------|------|--------|------|----------|------|------|------|------|-----------|--------|--------|--------|------|-----|-----|-------|-------|
| 1    | 1/18/2008 | CO | 178th St E | 1 of 2 | MC | DR | Y | fail to yield | ROW | fail to obey trfc contr | suspended | other non-mov | SUS, MC | BAC | Y | 0 | 0 | 7 | 2 | 7 | 0 | oxy- | canna- | codone, type unk |
| 2    | 2/16/2008 | SR | SR-410 | 2 of 2 | MC | DR | Y | spd over limit | 0 | 0 | 0 | YES | N | 2 | 0 | 0 | 0 | 1 | 0.34 | 0 | 0 | 0 | 0 |
| 3    | 6/20/2008 | SR | N Meridian St | 1 of 2 | MC | PASS | Y | passing wrg side | 0 | 0 | 0 | NO* | Y | 1* | 0 | 2* | 0* | 0* | 0 | 0 | 0 | 0 |
| 4    | 6/27/2008 | SR | SR-512 | 1 of 1 | MC | DR | Y | too fast for cond | passing wrg side | passing where prohib | under inf of alcoholmed | ND | LIC | Y | 0 | 0 | 0 | 0 | 0 | 0.18 | 0 | 0 | 0 |
| 5    | 8/23/2008 | CI | E56TH ST | 1 of 2 | MC | DR | Y | inattention | too fast for cond | racing | 0 | YES | Y | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6    | 8/23/2008 | CI | E56TH ST | 2 of 2 | MC | DR | Y | inattention | too fast for cond | racing | 0 | YES | Y | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 |
| 7    | 8/16/2008 | SR | SR-7 | 1 of 2 | MC | DR | Y | passing where prohib | fail to yield | ROW | 0 | 0 | YES | Y | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8    | 8/29/2008 | CO | CS 3 | 1 of 1 | MC | DR | N | inattention | 0 | 0 | 0 | YES | Y | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9    | 9/22/2008 | CO | Houston Rd NE | 1 of 1 | MC | DR | N | overdriven | spd over limit | other non-mov | 0 | ND | Y | 0 | 0 | 4 | 0 | 2 | 0 | THC | canna- | codone, type unk |
| 10   | 9/28/2008 | CO | 200th St E | 2 of 2 | MC | DR | Y | 0 | C | 0 | 0 | YES | Y | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 |
| 11   | 10/1/2008 | CO | 148th Av E | 1 of 1 | MC | DR | Y | spd over limit | 0 | 0 | 0 | NO | Y | 0 | 0 | 1 | 0 | 0 | 0 | 0.08 | 0 | 0 | 0 |

*"Previous other" includes seat belt violations, illegal equipment, failure to stop, reckless or negligent driving, disobeying traffic control devices, no valid license, no proof of insurance, or DMLS

**This is the MC operator's driver history

**SUMMARY**

- **10 fatal crashes with a total of 11 motorcyclist fatalities**
- **Other**
  - Target Zero priorities 5 (50%) of operators did not have valid MC endorsement
  - 5 (50%) of the MC operators were impaired 5 (40%) fatal crashes occurred on county roads
  - 6 (60%) of the operators were speeding 4 (40%) of the crashes were single vehicle
  - 1 (9%) of the drivers/riders were not wearing a helmet 10 (90.9%) of fatalities were MC operators
Results of This Transition

- Has Washington achieved any of the desired outcomes since implementation began in 2006?

- Let’s review some performance data.
WASHINGTON and U.S. TRAFFIC FATALITY RATES, 1993-2007*

Traffic fatalities per 100 million vehicle-miles traveled, * 2007 figures based on preliminary data as of 6/18/08

Source: FARS, WSDOT, NHTSA
Population, Registered Vehicles, Licensed Drivers, and Travel Miles

Source: OFM, DOL, WSDOT
In 1980, the drinking-driver-involved (DDI) fatality rate per 100 Million Vehicle-Miles-Traveled was 2.16. The preliminary 2006 fatality rate is .44.

If we had continued at the 1980 fatality rate, another 17,184 people would have lost their lives in collisions in Washington State involving a drinking driver from 1981-2006.


*2006 data is preliminary.
Projected to 2030 (preliminary data for 2007)
PREPARED BY WTSC - June 2008 (Source: FARS)

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PERFORMANCE GAP
Conclusion

- Traffic fatalities are a leading cause of death in this country;
- Specific behaviors are responsible for a majority of these deaths;
- A growing body of research identifies the proven strategies and best practices that can most effectively reduce these deaths;
Conclusion

- To more effectively reduce the numbers of those killed and seriously injured on our nations highways we must:
Conclusion

- Take a data driven, evidence based, integrated systems approach to strategic highway safety planning (SHSP);
- Ensure that traffic safety programs and countermeasures used to implement the SHSP are data driven and evidence based;
- Ensure that resources allocated to traffic safety programs (people, time and money) are directly aligned with SHSP priorities;
Conclusion

- Aggressively apply proven strategies and best practices based on valid and precise problem identification;

- Accurately measure and evaluate program performance and make course corrections as warranted;

- Continually evolve, refine, and improve this data driven, evidence-based, integrated systems approach to traffic safety planning; and remember that
Conclusion

- This entire process of creating a culture of safety began with:
  - Engaging State and Local Policy and Decision Makers to lead and support this important transformation of traffic safety planning and program delivery!
Conclusion

- Remember - what you do in traffic safety each and every day makes a difference in the communities and lives of those we serve!

- Traffic safety is personal, one life at a time!
Questions
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